

# marie claire

The Japanese edition of the Paris-born upscale international magazine, inserted in The Yomiuri Shimbun



## Media and Advertising Guide 2024



Editor in chief, “marie claire japon”  
Katsuto Tai

A handwritten signature in black ink, appearing to read "Katsuto Tai".

Greetings,

“marie claire japon” celebrated its 40th anniversary in 2022 as the Japanese edition of “marie claire”, the Paris-born upscale international magazine for women.

We are sincerely grateful to advertisers for having selected and supported “marie claire japon”, enabling the Japanese edition to be loved by so many readers for such a long time.

We assure that “marie claire japon” is an attractive publication for many advertisers as it carries fascinating editorial content exquisitely designed and printed on high-quality paper for delivery to select households as an insert of The Yomiuri Shimbun.

Generally speaking, magazine readers tend to switch between the periodicals they favor with advancing age and changing preferences for content. In the case of newspapers, it is well known that most subscribers make it a habit to read the same newspaper over many years. Therefore, the partnership between “marie claire” and The Yomiuri Shimbun ensures that advertisements appearing in the magazine will always reach the target audience.

Another important point is that many of those select readers are high-income earners with higher education.

To enable “marie claire” readers to feel satisfied with the magazine, we feature not only fashion and beauty updates, but also lifestyle content that is an indispensable category the audience is highly interested in. It is particularly noteworthy that “marie claire” readers are intelligent and affluent enough to embody those lifestyles that are depicted in the magazine — not just admire or appreciate them.

The foundation of “marie claire” is identical to that of each luxury brand illustrated in the magazine. The mission of “marie claire” is to elaborately make what is already beautiful even more beautiful and more attractive by taking history and tradition into account. Its strength is its ability to make itself appealing to those who feel empathetic to its essence.

Capitalizing on its advantage as an international magazine, the digital version of “marie claire”, which was renewed in 2021, quickly delivers the latest content from abroad and Japan on fashion, beauty, cultural events and lifestyle suggestions.

We look forward to your continued active support of “marie claire”, the pioneer in delivering a magazine as a newspaper insert.



# The world of marie claire

marie claire

High-quality, unflagging pursuit of beauty  
Taking fashion into the realm of culture, beyond passing trends——

“marie claire” is the world’s top fashion magazine with a readership of more than 11 million in 29 countries.

\*Print version is published in 25 countries.

In July 2022, “marie claire” celebrated its 40th anniversary in Japan.



MARIE CLAIRE  
first issue

## 1937

The women’s magazine Marie Claire was founded in Paris, and comes to be loved worldwide and published in 30 countries and regions.

## 1982

The Japanese version of “marie claire” was launched (published by Chuokoron-Sha, Inc.). Japan was the first country where “marie claire” was launched outside of France.

## 2012

The Japanese version of “marie claire” was relaunched as a high-quality supplement in The Yomiuri Shimbun titled “marie claire style”.

## 2021

2021 “marie claire” was re-launched with the publication now being issued from the head office of The Yomiuri Shimbun.



marie claire style  
first issue

1. “marie claire japon” supports women who wear intelligence and live in their own style.
2. “marie claire japon” responds to clients’ needs.  
In addition to running advertisements in the “marie claire japon” magazine, we offer a range of solutions, such as creating a tabloid version and leaflets, holding events at related facilities and organizing tie-ups with The Yomiuri Shimbun, etc.
3. “marie claire japon” reaches newspaper readers and other intelligent, affluent women.
4. The online edition of “marie claire japon” delivers a wider range of information to a broader target audience.

# marie claire japon's advantages

1. Unlike magazines in general circulation, our focus on newspaper supplements allows us to deliver information to both "core customers (=magazine subscribers in general)", who are familiar with and highly interested in fashion and beauty, and a "potential customer base", who simply have not had the opportunity to come into contact with this content. This contributes to the development of a new fan base.
2. By taking advantage of the Yomiuri Group's diverse media and content, and with sophisticated Yomiuri Shimbun readers as a core audience, we can enable diverse brand communication, not only with the "core target" but also "peripheral target" audiences.



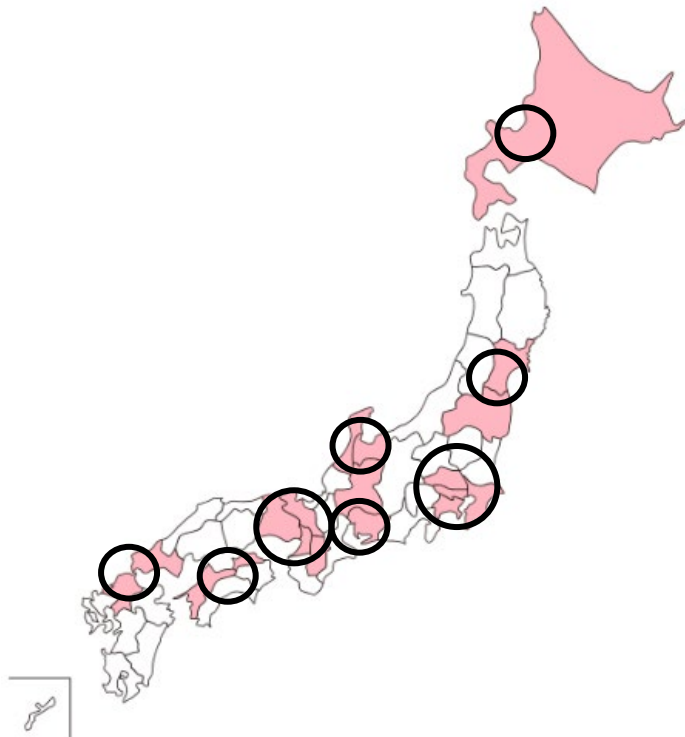
- Core target (marie claire readers) + Potential customer base (Yomiuri Shimbun readers)
- Peripheral target centering around a potential customer base



The Yomiuri Group's diverse media and companies

Reader image as visualized through a questionnaire

- Women with an annual household income of 10 million yen and are strongly career-oriented and very sensitive to fashion, beauty and trends.
- Women who seek high-quality lifestyles and are keenly interested in social media, having the potential to become an influencer of the times.



Distribution areas

■ Distribution areas:

Key cities in Japan

(Tokyo, Kanagawa, Chiba, Saitama, Osaka, Kyoto, Hyogo, Nagoya, Kanazawa, Toyama, Fukuoka, Sapporo, etc.)

■ Monthly circulation:

Approx. 300,000

We reach our target audience by segmenting and distributing to areas with many high-income households.

■ Publishing date:

Last Thursday of every month (Occasionally, two issues within a month)

■ Distribution format:

Delivery (Yomiuri Shimbun readers)

Placement in luxury hotels, etc.

(Hotel New Otani, Palace Hotel Tokyo, The Okura Tokyo, Conrad Tokyo, Hyatt Regency Osaka, etc.)

■ Standard page count:

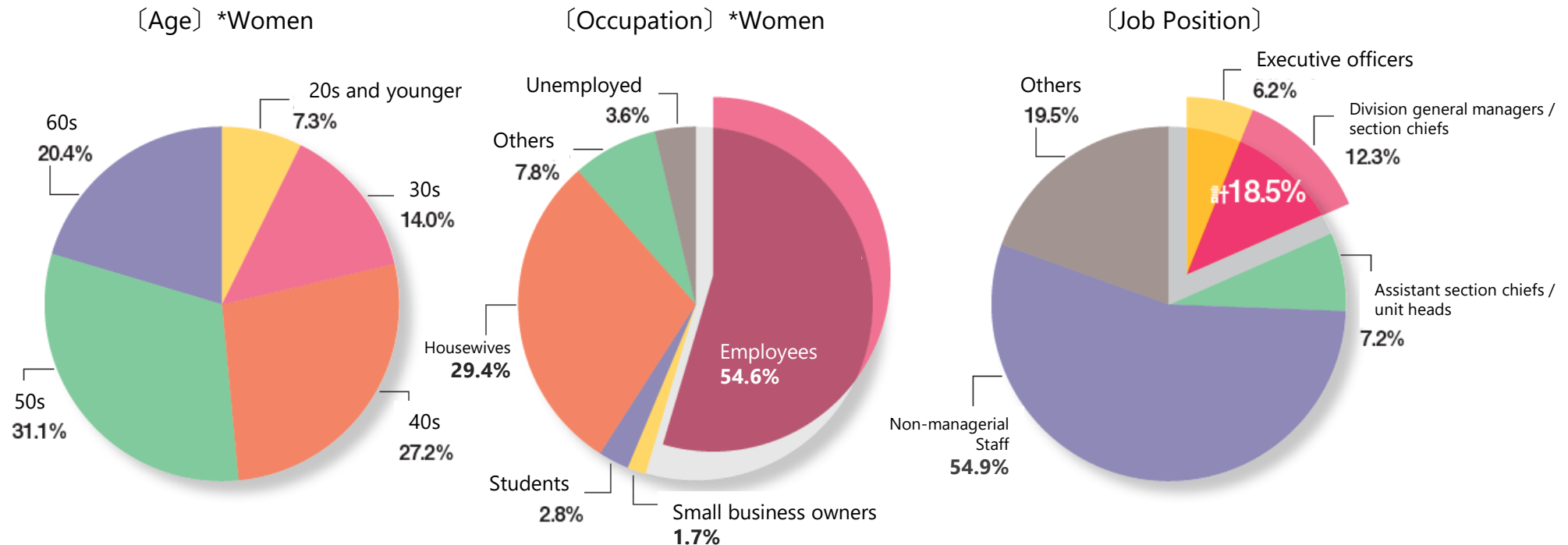
32 pages (may vary by issue)

■ Format:

JIS B4 variant, saddle stitch, right-opening

# Reader profile (summary & demographics)

- Mainly supported by fashion-conscious adult women living in metropolitan areas.
- More than half of our readers are women with active business careers, and the majority of readers have high purchasing power.
- Approximately 20% of company employees, etc., occupy managerial positions or higher, and are also actively developing their careers.
- Also notable is that there are many readers who seek out high-quality lifestyles and have a strong interest in international topics.

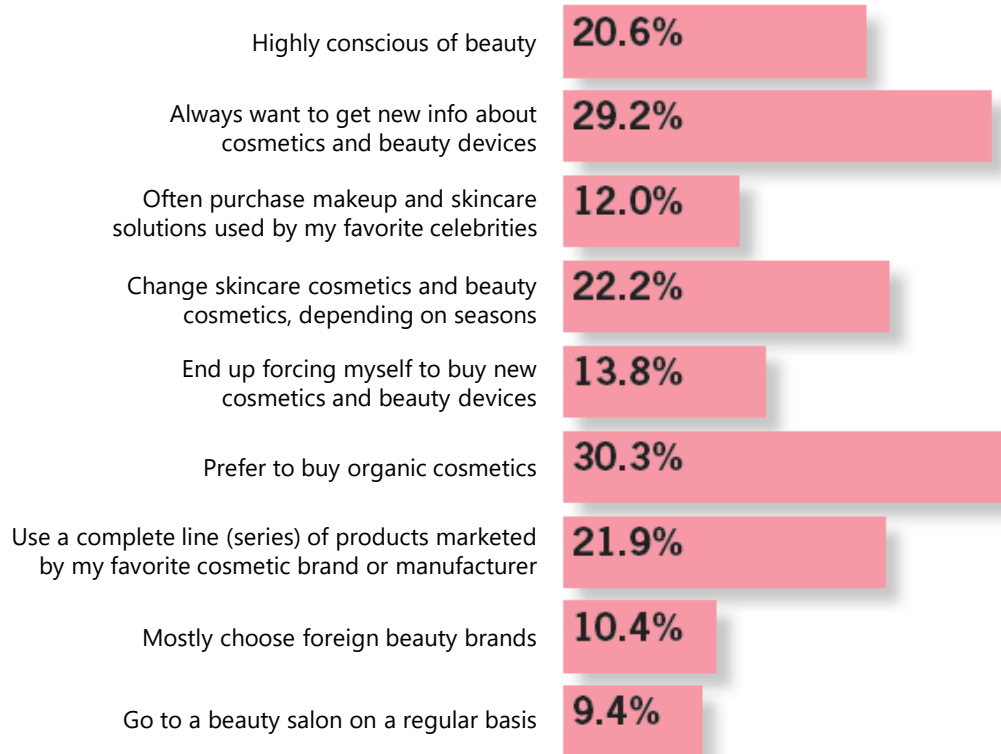


Source: Magazine readership survey in December 2020 (n=357)

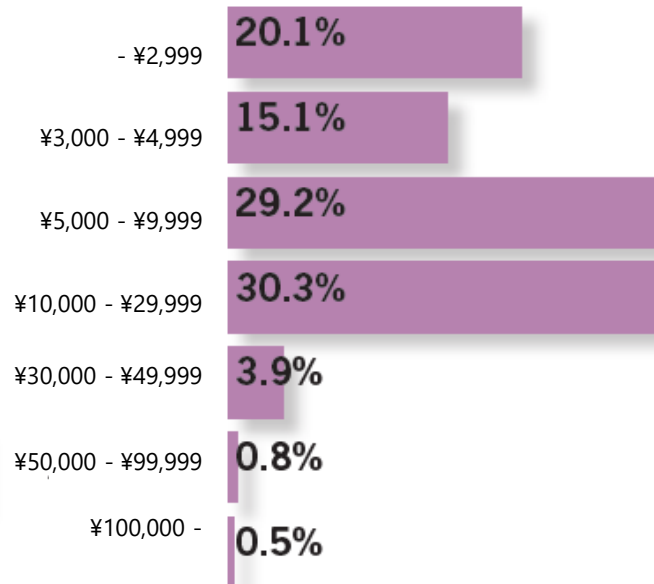
# Reader profile (beauty)

- Highly conscious of beauty and constantly seeking new information.
- Invest heavily in beauty, e.g. by using products across a brand lineup or by changing products each season.
- Mainly purchase cosmetics at department stores, with a preference for natural cosmetics.

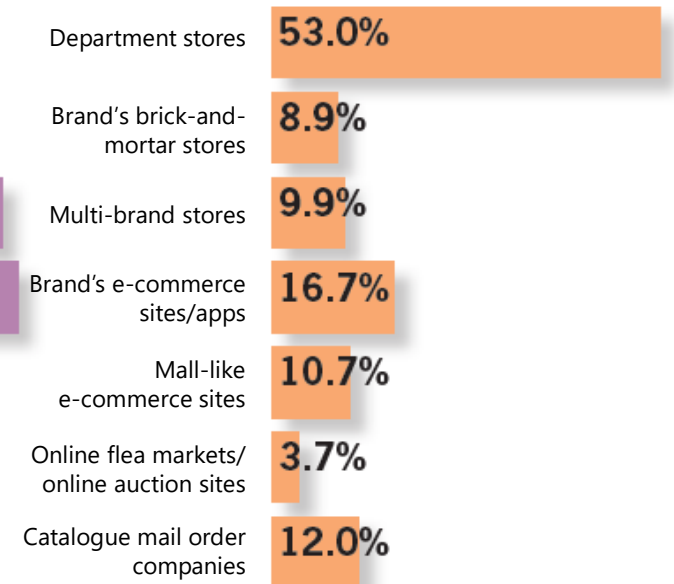
〔Beauty: Reader consciousness & trends〕



〔Beauty: Expenditure on beauty (monthly average)〕



〔Beauty: Purchase channels for cosmetics〕



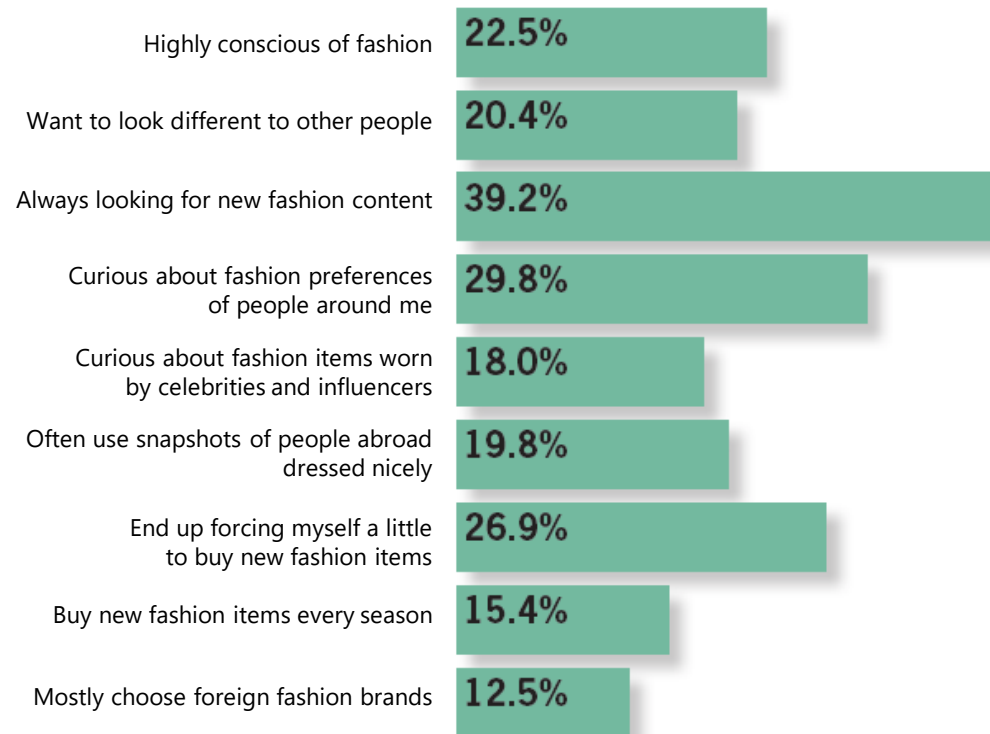
Source: Magazine readership survey in December 2020 (n=357)



# Reader profile (fashion)

- Sensitive to trends and constantly seeking new information.
- Invests heavily in the fashion items they want.
- Mainly buys fashion items at department stores or boutiques.

〔Reader consciousness & trends〕



〔Purchase channels for cosmetics〕

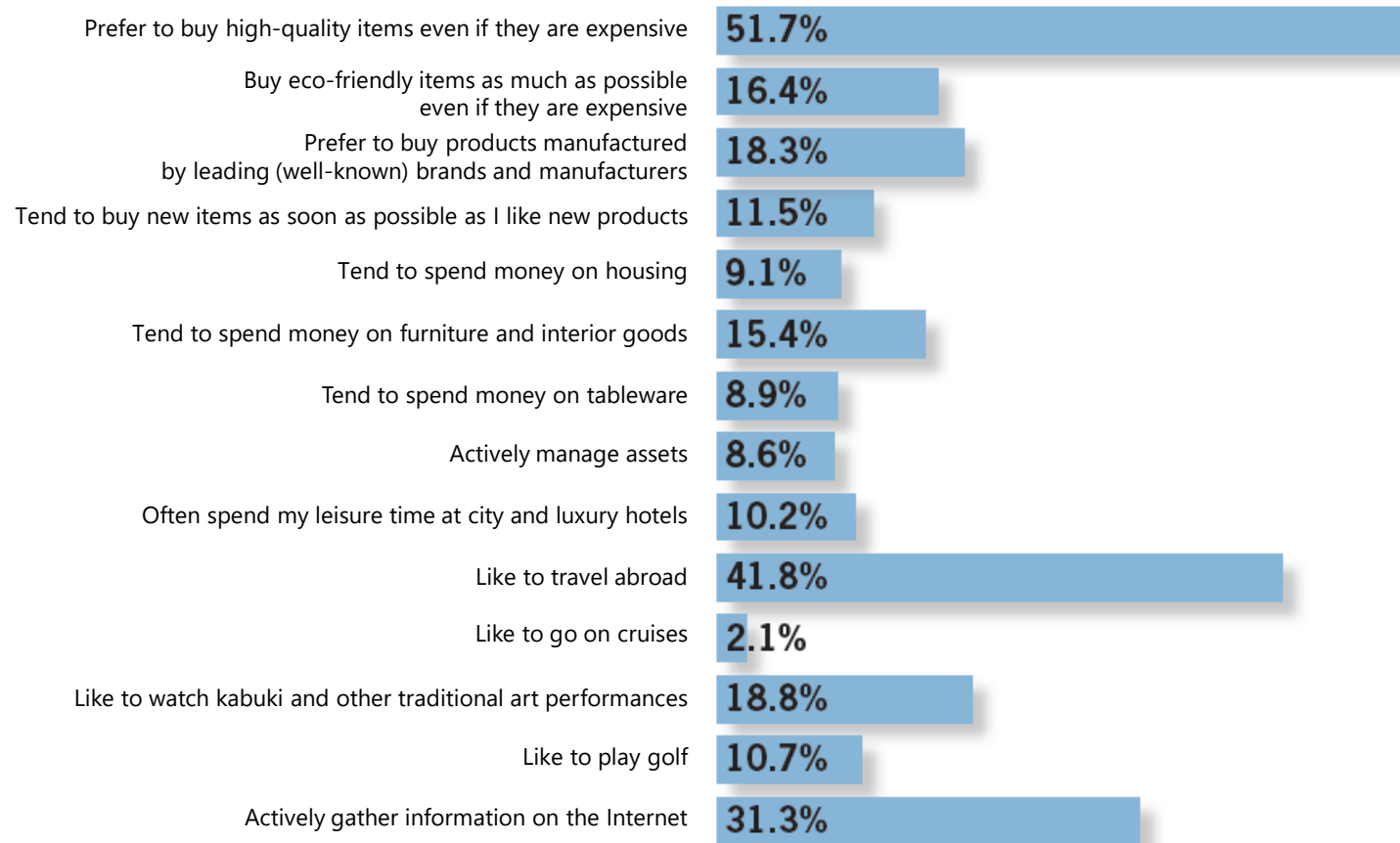


Source: Magazine readership survey in December 2020 (n=357)

# Reader profile (lifestyle & reader feedback)

- Actively gathers information from the Internet and selects high-quality products. Very curious about international topics.

## [Readers' consciousness & trends]



## [Reader feedback]

### ■ 20s and young

- It's packed with so many fashionable [features] that I'd like to purchase when I get older. I enjoy reading it with longing eyes.

### ■ 30s

- I always enjoy reading it. This magazine is my regular source of information concerning high-end brands.
- My spouse and I enjoy reading each issue. I feel happy when we share information about pieces we like in each issue.
- Since beginning childcare, I have had little time to visit chic brand maisons. Yet, I am now able to have access from home to information about up-to-date, high-end fashion. Thank you, marie claire.
- The way [of marie claire] things of value are photographed and introduced [to its readers] is appealing to me. It convinces me to purchase certain items that catch my attention as a reward to myself. I look forward to receiving each new issue as it provides my heart with nourishment — it helps further my awareness of and knowledge about brands.

### ■ 40s

- I enjoy reading every issue. I have made it a practice to choose what to buy by looking at the magazine.
- I long to buy the attire and petite items of clothing brands shown in the magazine. This keeps me motivated [at work].
- I get into high spirits when I see the latest season's fashion trends in the magazine. I also enjoy reading the cooking section.

### ■ 50s

- I enjoy reading the magazine as it compactly brings together a variety of up-to-date information about fashion, cinema, cooking and other genres. I'm personally interested in knowing how the fashion industry across the world will overcome the seismic consequences of the COVID-19 pandemic.

Source: Magazine readership survey in December 2020 (n=357)

# 2024 planned themes & ad production schedule

Issue number	Date of issue	Planned themes	Tie-up ad application deadline	Pure ad application deadline	Ad material submission deadline
No.181	Jun. 25	Travel planning / Chocolate	Nov. 10	Dec. 15	Dec. 25
No.182	Feb. 29	Women empowerment / Healthcare	Dec. 8	Jan. 12	Feb. 2
No.183	Mar. 28	Sports (golf etc.)	Jan. 19	Feb. 16	Mar. 1
No.184	Apr. 18	Cosmetics / Summer fashion	Feb. 2	Mar. 1	Mar. 22
No.185	May 30	Sustainability in fashion	Mar. 8	Apr. 12	May 7
No.186	Ju. 27	Marriage (watch & jewelry)	Apr. 12	May 10	May 31
No.187	Jul. 25	New discovery of Paris	May 10	Jun. 14	Jun. 28
No.188	Aug. 29	Autumn & winter travel / Art	Jun. 7	Jul. 12	Aug. 2
No.189	Sep. 26	Autumn & winter fashion	Jul. 12	Aug. 9	Aug. 30
No.190	Oct. 31	Lifestyle sustainability	Aug. 9	Sep. 13	Oct. 4
No.191	Nov. 28	Holiday gifts	Sep. 6	Oct. 11	Nov. 1
No.192	Dec. 5	Home design	Sep. 13	Oct. 18	Nov. 8

\*The above dates of issue and planned themes may change.

\*The above deadlines are basic information. It is not mandatory.

# Regular advertising rates

Position	of pages	Trimmed size (H × W, mm)	Regular price (gross, JPY)
Single page	4C1P	329 × 257	2,200,000
Double page spread	4C2P	329 × 514	4,400,000
Back cover	4C1P	329 × 257	3,200,000
Single page inside back cover	4C1P	329 × 257	2,300,000
First double page spread	4C2P	329 × 514	5,000,000
Double page before table of contents	4C2P	329 × 514	4,500,000
Single page facing table of contents	4C1P	329 × 257	2,400,000
Single page facing column	4C1P	329 × 257	2,300,000

### [Magazine specifications]

- Paper shape: B4 "henkeiban"
  - Binding: Saddle-stitched/starting from right to left
  - Size: Single page completed  
Top-bottom height: 329mm / Left-right width: 257mm
  - Size: Spread pages completed  
Top-bottom height: 329mm / Left-right width: 514mm
  - File type: J-PDF with OK's proof
- \*Please refer to ZASSHI DEGI SO NAVI (Japanese only) for details.  
\*Please contact us if you have further inquiries.

### [Notifications]

- Production expenses of 400,000 JPY (net) will be applied for 4c1P tie-ups.
- Please contact us for further information about other positions.
- Please contact us for guidelines concerning article-type advertisement content and design.
- We will be unable to publish any advertisements with content that is inadequate.
- We will hold no responsibility for any problem of deformation, breach of privacy, and copyright problems concerning the relevant advertisement.

[Tentative flat plan (may vary depending on the issue)]

